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21

Feb n Cal 1931

# REGAL LILIES

## BLOOMING SIZE BULBS



### KUNDERD SPECIALS Lead In Value

Those who have been my customers for a number of years are aware that I have made Two Dollar Flower Specials famous. Because of my tremendous purchases from the very best sources in the world, I am able to make up collections, not only in Gladioli (which I grow myself) but in other flowers as well. This Regal Lily special is a fine example of "prices shattered" in order that you may have these rare and beautiful things in your own garden. I feel very sure that present conditions alone have made it possible for me to offer this sensational bargain of 21 Regal Lily bulbs of blooming size for the small sum of only \$2.

ONLY  
\$2

PREPAID TO YOU

Two dollars is all this collection will cost you. I will pay delivery costs and guarantee safe arrival to you. You will not have to go to any special trouble to plant these Regal Lilies as average garden soil produces magnificent blooms. Regal Lilies are permanent; they bloom each year and are cared for much as are other perennials, and are very hardy. These magnificent lilies are flowers which I know my friends will greatly enjoy. They bloom early in July.

A. E. KUNDERD  
GOSHEN - - - INDIANA



# BLOOM EVERY YEAR

## *A Gem, Found in the Mountains of China, is the Regal Lily which Startled the Flower World*

THE REGAL LILY, (Lilium Regale) or Royal Lily is one of the most beautiful and one of the hardiest Lilies in cultivation. It is truly a royal lily, worthy of a prominent place in every garden.

The Regal Lily is a vigorous grower with sturdy stems, 4 to 5 feet high, densely covered with long, linear-sword-like foliage. The throat of the flower is flushed with yellow, shading to white at outer edges; externally the flowers are brown or pink, on "ribs" shaded through the almost translucent petals with a delightful pearly tint; the contrast between the rich wine or pink color of the reverse of the petals and the gold shading of the throat is extraordinary and beautiful.

The Regal Lily is very floriferous and when thoroughly established, bears as high as eighteen

and more flowers on a stem during the season. There is something awe-inspiring about this Lily in bloom. Whether it be tradition or the beauty of the flower itself I cannot say. Everyone who has lilies in their garden feels they have a rare and choice possession.

Regal Lilies have been very scarce in the past and but few people yet possess them. For this reason and because of their high prices I am sure you will understand that this is a remarkable opportunity. The price of \$2 for 21 bulbs is unheard of. Do not fail to secure at least one of these extraordinary collections of Regal Lily bulbs, as all the available stock which I have will soon be exhausted.

**A. E. KUNDERD**  
**ORIGINATOR OF THE RUFFLED AND LACINIATED GLADIOLI**  
**GOSHEN - INDIANA**



# DON'T DELAY

## ***They Will Not Last Long at This Price***

As I have explained inside this folder, this is an unusual offer and should prove pleasing to all of my flower friends. The supply of these bulbs is limited and in order that they may be distributed among as many of my customers as possible I MUST, OF NECESSITY, RESTRICT EACH CUSTOMER TO NOT MORE THAN THREE COLLECTIONS. Regal Lilies have been desired by many flower lovers who have heretofore had to refrain from buying them because of high price. At the price I am quoting these, they are within the reach of everyone. Order at once to avoid possible disappointment. Simply clip the order blank below and remit \$2.00 for each collection and the bulbs will be sent to you at once, prepaid, safe arrival guaranteed.

*Please Use the Order Blank Below*

### **ORDER BLANK FOR YOU**

A. E. KUNDERD  
Goshen, Indiana

Dear Sir: Please send me ..... of your  
1, 2 or more  
*Regal Lily Collections of 21 Blooming Size Bulbs*, for which  
I am sending you \$ ..... enclosed.

Name.....

Address..... P. O. Box.....

City..... State.....

Personal Check, Draft, Money Order or Currency Acceptable.

### **How and When To Plant**

## **Regal Lilies**

A few simple cultural directions are all that is necessary to successfully grow the Regal Lily. First select a well drained, sunny position for them. Then the ground where these bulbs are to be planted should be spaded deeply and thoroughly pulverized. Fertilizer should not be used until plants have made a good growth next spring and then it should be applied to the ground around the base of the plant, and between the rows, then worked in with a rake.

When the bulbs arrive they should be unpacked, and planted immediately. When planting dig a hole deep enough so that the bulb and roots remain perfectly straight down or, you can place the bulbs and roots horizontally or flat in their location, and then fill in with dirt carefully. They should be planted deep enough so, that when they are covered, the top of the bulb will be about four inches below the ground.

After the ground is frozen in the fall cover with a mulch of straw, grass, etc. The mulching should not be removed until after all danger of freezing is past in the spring or until the plants begin to peep out of the ground as the foliage is very tender and cannot endure freezing, though sprinkling the frosted plants with the hose before the sun hits them will sometimes save them. In case of freezing, cut off the frozen tops.

Though the Regal Lily will do well with ordinary care, any special attention you give them will more than repay you in better results.

### **ORDER BLANK FOR YOUR FRIEND**

A. E. KUNDERD  
Goshen, Indiana

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1, 2 or more  
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I am sending you \$ ..... enclosed.

Name.....

Address..... P. O. Box.....

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